<u>**AMENDMENT**</u>

This listing of claims will replace all prior versions, and listings, of claims in the application:

<u>**Listing of Claims:**</u>

1-19.   (Previously Withdrawn)

20.   (Currently Amended) A method comprising:

collecting ~~in a privacy compliant manner~~ at least one dynamic dataset, representing human behavior, and at least one static dataset, representing human characteristics, wherein ~~said dynamic and static datasets~~ the dynamic dataset and the static dataset share at least one common characteristic and have an assumed relationship, wherein the dynamic dataset and the static dataset are collected without knowing individual-specific demographic information;

selecting with a computer processor at least one subset of ~~said datasets~~ the dynamic dataset and the static dataset ~~sharing~~ that share at least one common characteristic;

expressing the assumed relationship between ~~said static and dynamic datasets~~ the dynamic dataset and the static dataset as a mathematical assumption;

defining an error function which describes ~~said static and dynamic datasets~~ the dynamic dataset and the static dataset in terms of ~~said~~ the mathematical assumption;

performing at least one fitting procedure to calculate values that define ~~said~~ the mathematical assumption;

performing at least one fitting procedure to account for errors in the assumed relationship; and

using the computer processor to store ~~said~~ the mathematical assumption in a database as a rule system between ~~said dynamic and static datasets~~ the dynamic dataset and the static dataset.

21.   (Currently Amended) The method of claim 20, ~~in which said~~ wherein the

dynamic dataset corresponds to set-top box event data.

22.   (Currently Amended) The method of claim 21, ~~in which said~~ wherein the static

dataset corresponds to demographic data.

23.   (Currently Amended) The method of claim 22, further comprising:

~~in which correlations are drawn~~ correlating between ~~said~~ the set-top box event data and

~~said~~ the demographic data to determine the relationship of demographic data to content

viewership.

24.   (Previously Withdrawn)

25.   (Currently Amended) A method comprising:

collecting ~~in a privacy-compliant manner~~ at least one dynamic dataset, representing

human behavior, and at least one static dataset, wherein ~~said dynamic and static datasets~~ the

dynamic dataset and the static dataset share at least one common characteristic and have an

assumed relationship, wherein the dynamic dataset and the static dataset are collected without

knowing individual-specific demographic information;

selecting with a computer processor at least one subset of ~~said datasets~~ the dynamic

dataset and the static dataset ~~sharing~~ the share at least one common characteristic;

expressing the assumed relationship as a mathematical assumption;

defining an error function which describes ~~said static and dynamic datasets~~ the dynamic

dataset and the static dataset in terms of ~~said~~ the mathematical assumption;

performing at least one fitting procedure to calculate values that define ~~said~~ the

mathematical assumption;

performing at least one fitting procedure to account for errors in the assumed

relationship;

using ~~said~~ the processor to store ~~said~~ the mathematical assumption and ~~said~~ the error

assumption in an individual-specific array in a database; and

repeating this process, such that a plurality of mathematical assumptions and error

functions are stored in ~~said~~ individual-specific array.

26.   (Currently Amended) The method of claim 25, ~~in which said~~ wherein the dynamic

dataset corresponds to set-top box event data.

27.   (Currently Amended) The method of claim 26, ~~in which said~~ wherein the static

dataset corresponds to demographic data.

28.   (Currently Amended) The method of claim 27, ~~in which said~~ wherein the

individual-specific array corresponds to a privacy-compliant identification number.

29.   (Previously Cancelled)

30-80. (Previously Withdrawn)

81.   (Currently Amended) The method of claim 28, ~~in which~~ ~~said~~ <u>wherein the</u>

privacy-complaint identification number is a set-top box identification number.